



17<sup>th</sup> August 2020

The Manager - Listing  
BSE Limited  
BSE Code - 501455

The Manager - Listing  
National Stock Exchange of India Limited  
NSE Code - GREAVESCOT

Dear Sir/Madam,

**Sub: Investors Presentation**

This is further to our letter dated 14<sup>th</sup> August, 2020 and pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed presentation which will be shared with the investors. A copy of the said presentation is also being uploaded on the Company's website [www.greavescotton.com](http://www.greavescotton.com).

Kindly take the same on record.

Thanking You,

Yours faithfully,  
For Greaves Cotton Limited

Atindra Basu  
Head - Legal, Internal Audit  
& Company Secretary

Encl.: a/a

**GREAVES COTTON LIMITED**

[www.greavescotton.com](http://www.greavescotton.com)

Registered Office: Unit No. 701, 7th Floor, Tower 3, Equinox Business Park, LBS Marg, Kurla West, Mumbai 400 070, India

Tel: +91 22 62211700 Fax: +91 22 33812799 CIN: L99999MH1922PLC000987

# **GREAVES**

Greaves Cotton Limited

**Investor Deck  
Q1 FY21**

17<sup>th</sup> Aug'20

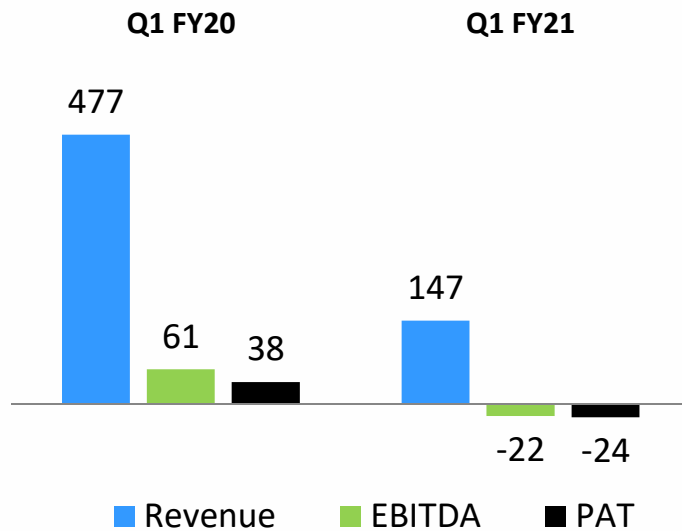
- Statements in this presentation, particularly those which relate to management's views and analysis, describing the Company's objectives, projections, estimates and expectations may constitute "forward looking statements" within the meaning of applicable laws and regulations.
- Actual results might differ materially from those either expressed or implied

Financial performance impacted due to lockdown, however, recovery on track; company's response through 3R Framework setting base for a stronger rebound



### GCL 3R Response Framework

#### GCL Financial Performance



- Severe sales impact in April and May due to lockdown
- Recovery seen June onwards

#### Respond Immediately

- All manufacturing units restarted
- Supply Chain/ Vendor base stabilized
- 75%+ dealerships open
- Strong Cash Management/ Reduction in Receivables

#### Redouble Efforts

- Ampere Magnus Pro High Speed Scooter Launched
- Introduced Greaves 'Genius' IOT enabled smart Genset
- Build on recovery in aftermarket and Non-Auto Business
- 40 New Ampere Dealers added
- Margin improvement for BSVI Engines

#### Reimagine Positioning

- Expanding play in E-Mobility with acquisition of Bestway
- Structural cost reset with VRS agreement at Ranipet

# Strong Business Development efforts to expand revenue streams



## EXISTING PRODUCT

EXISTING MARKET



New OEMs for existing Auto & Non-Auto Engines

## NEW PRODUCT

EXISTING MARKET



CREST CNG/  
Petrol Engine

HS E-2W  
LI E-Rick  
E-Loader

## EXISTING PRODUCT

NEW MARKET



New OEMs in Int'l Markets

New Ampere Dealers

## SUPPORTING COVID FIGHT

GENSETS FOR QUARANTINE FACILITIES IN HOSPITALS

52 Gensets Supplied to COVID-19 facilities

Providing the heroes with sprayers to keep communities sanitized during COVID-19

Knapsack Sprayer Distribution Initiative

**YOU CARE WE CARE**

# IOT enabled Smart Genset 'Greaves Genius' launched with 5 yrs Warranty, to provide significantly enhanced customer connect



## Technological Innovation in Gensets enabling remote monitoring & management



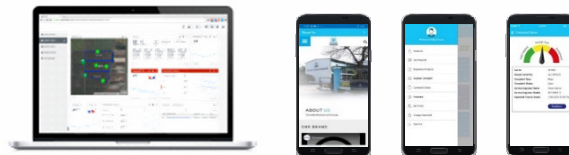
Comprehensive Health Monitoring

Preventive Maintenance

Fault Diagnostics

Asset & Fleet Management system

Online Dashboard for Computer & Mobile Apps



**GREAVES genius**  
SMART POWER SOLUTIONS

**5 YEAR WARRANTY**

First smart Genset series with 5 year warranty on COMPLETE GENSET - 5 to 1250 kVA

**40% SAVING ON MAINTENANCE COSTS\***

- Anytime, Anywhere Access**  
Lets you see critical parameters in real time through a convenient dashboard.
- Increased Uptime**  
Predictive maintenance through exhaustive data analytics and best in class MTR (Mean Time to Repair)
- All-round Protection**  
Alerts for DG set overload or any unruly vital health parameters of DG set
- Smart Savings**  
Know the cost of per unit electricity generated. High savings guaranteed with tighter control on fuel top-ups and increased DG set uptime.
- Upto 30% More Life**  
Proactive services\* via timely maintenance reminders
- Data Reliability**  
Zero data loss through specially designed highspeed data analysis platform enabling rapid data gathering & transmission
- Easy Upgrade**  
Upgrade any old Greaves DG set to Genius DG set easily
- Pilferage Protection**  
Alerts for low fuel, fuel filling or theft

DOWNLOAD THE APP

Toll Free : 1800 266 0670  
Website: www.greaves cotton.com  
Email : greavespower.sales@greaves cotton.com

**GREAVES POWER**



Growth Thrust on Ampere continues with improving product/  
channel/ customer portfolio...

**GREAVES**

**Ampere E-2W**



*Magnus Pro High Speed Scooter*



Sales returning to pre-COVID levels



New B2B customers being added



Market Share increases to 24% amongst  
organized players

*40 New Stores Opened*



# ... new future ready business model with virtual experience centre/ test drives and new Leasing/ Subscription/ Exchange solutions

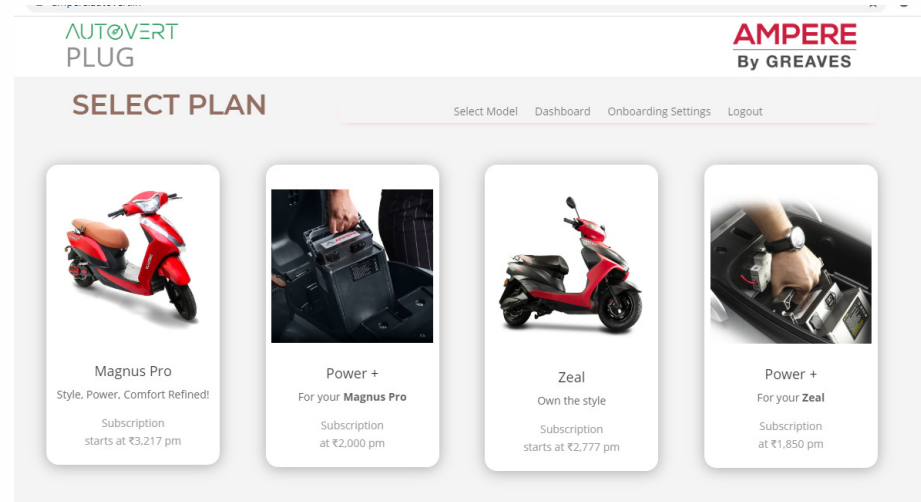


## Virtual showroom experience & Test Drive



## Business Model Innovations

### Leasing & Subscription Business Model



### Exchange Offers: Upgrade to Electric





# Ampere strengthens presence in last mile E-Mobility through Bestway acquisition; Strong Portfolio Passenger & Cargo E-3W

**GREAVES**

## Majority ownership acquired in Bestway

**AMPERE**  
By GREAVES

### AMPERE ACQUIRES 74% STAKE IN E-RICKSHAW COMPANY BESTWAY



- Strengthens play in last mile people & cargo mobility
- New avenue in affordable & reliable E-Mobility

### Ampere acquires 74% stake in Bestway

TIMES NEWS NETWORK

**Chennai:** Ampere Vehicles, a wholly-owned e-mobility subsidiary of Greaves Cotton, has acquired 74% stake in the Noida based e-three wheeler company Bestway Agencies which sells e-rickshaws under the ELE brand, for an undisclosed sum.

"Through this acquisition, Ampere will expand its presence in e-rickshaw segment to become an integrated last mile e-mobility player with strong presence in both e-two wheelers and three wheelers," Ampere said in a statement. Targeted at B2B customers for both people and cargo mobility, the acquisition will add "last mile mobility products and services for uninterrupted journey, enhancing productivity across electric two and three wheeler spectrum. Combining Ampere's and Bestway's expertise will help in further boosting company's growth and strengthen market positioning," said Nagesh Basavanahalli, MD & CEO of Greaves Cotton and director, Ampere Vehicles.

Added BVR Subbu, chairman, Ampere Vehicles, said, "Within two years of Ampere



**BUSINESS EXPANSION:** Company plans to up its presence in e-rickshaw segment

acquisition by Greaves, the company has grown phenomenally to become affordable e-two wheeler brand under personal mobility segment. With the acquisition of Bestway, Ampere has now embarked on a new journey to provide shared mobility solutions through e-three wheelers." E-rickshaws comprise the second biggest chunk of the Indian electric vehicle market. The EV industry sold 90,000 e-rickshaws in FY19-20 mostly by unorganised players. In comparison it sold 1,52,000 were two-wheelers, 3,400 cars and 600 buses. Cargo and passenger e-rickshaws have been growing sharply and big organised players M&M are getting into it as well.

### Ampere picks stake in Bestway

Mumbai, July 7

Ampere Vehicles, a wholly-owned electric mobility subsidiary of Greaves Cotton Ltd, has announced the acquisition of Noida-based electric three-wheeler company Bestway Agencies Pvt Ltd (BAPL), with a 74 per cent stake in the company, subject to customary closing conditions. BAPL sells e-rickshaws under the popular ELE brand. Through this acquisition, Ampere aims to expand its presence in the e-rickshaw segment to become an integrated last-mile e-mobility player with strong presence in both electric two-wheelers and three-wheelers, the company said in a statement. OUR BUREAU

### एमपियर ने बेस्टवे में 74 प्रतिशत हिस्सेदारी खरीदी

**ब्यूरों, नवज्योति/जयपुर।** ग्रीव्स कॉटन लिमिटेड की पूर्ण स्वा मित्वत वाली कंपनी एम्पियर व्हीकल्स ने नोएडा स्थित ई-3 व्हीलर कंपनी बेस्टवे एजेंसीज प्राइवेट लिमिटेड (बीएपीएल) के अधिग्रहण की घोषणा की। बेस्टवे एजेंसीज कंपनी में अपनी 74 प्रतिशत हिस्सेदारी के साथ लोकप्रिय ब्रांड ईएलई के तहत

ई-रिक्शा बेचने का काम करती है। अधिग्रहण की यह घोषणा समापन की अनिवार्य शर्तों के अधीन है। एम्पियर (ग्रीव्स कॉटन की एक



ई-मोबिलिटी शाखा) तेजी से उभरते ई-रिक्शा सेगमेंट में अपनी उपस्थिति का विस्तार करेगी ताकि ई-2 डब्ल्यू और ई-3 डब्ल्यू दोनों वर्गों में अपनी मजबूत भागीदारी के साथ एकीकृत लास्ट माइल ई-मोबिलिटी कंपनी बन सके। कंपनी इस सेगमेंट में तेज विकास होने की उम्मीद कर रही है क्योंकि देश में आवाजाही के सस्ते साधनों के विस्तार की जरूरत है। वहीं, कोविड काल के बाद समाज के निचले तबके में ज्यादा रोजगार पैदा करने पर भी जोर दिया जानेवाला है। इस अधिग्रहण से एम्पियर बी2सी सेगमेंट के साथ साथ बी2बी ग्राहकों को भी संपूर्ण प्रोडक्ट पोर्टफोलियो ऑफर करने में सक्षम होगी।

### Ampere acquires 74% stake in Bestway

**COIMBATORE-BASED AMPERE VEHICLES,** a wholly-owned electric mobility subsidiary of Greaves Cotton, on Monday announced the acquisition of 74% stake in Noida-based Bestway Agencies (BAPL) which sells e-rickshaws under the popular ELE brand.

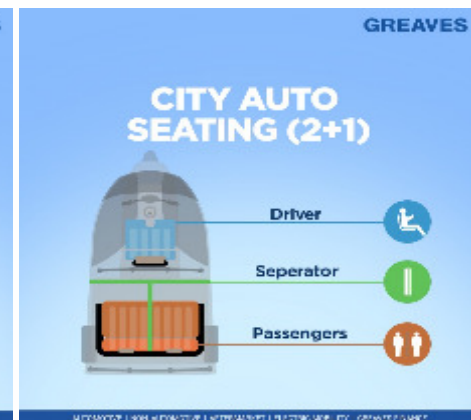
# Support to Auto Drivers through Service Camps, Safety Kit Distribution & Insurance Programs to aid operations restart



## Auto Drivers Free Service Program- Supporting Migrants through En-route Service Camps



## Strengthening Safety through PPE Kits through Greaves Retail





# Active engagement with our customers-partners-employees

**GREAVES**

**AMPERE**  
By GREAVES

Tu chalti hai  
toh ghar  
chalta hai,  
Jab ghar ke  
buzurgon ko  
zaroori samaan  
waqt pe milta hai.

**#AmpereFor MOMS**

**AMPERE**  
By GREAVES

## Celebrating Powerful Partnerships

We thank Fleet operators and B2B players for trusting us and helping us grow in last 12 years.

**12 Years**  
Ampere Electric Vehicles

**Anniversary offer,**  
get benefits up to Rs. 5000, Extended Warranty/Insurance and Low EMI schemes.

**AMPERE**  
By GREAVES

**START with AMPERE**  
Supporting Traders to Activate & Reignite Trade

**START**  
Supporting Traders to Activate & Reignite Trade

**AMPERE**  
By GREAVES

**ESSENTIAL GOODS**

**Ampere E-Scooter for daily essential goods!**  
Delivering & transporting commodities

**GREAVES**

Distribution of PPE- Masks  
Greaves Engines for disinfectant spraying  
FOOD SUPPLIES  
Distribution of Dry Ration  
**FIGHTING COVID19**  
SUPPORTING THE NATION  
Distribution of Knapsack Sprayers for disinfection  
Installation of Gensets in hospitals  
YOU CARE, WE CARE  
Distribution of Sanitizers

Automotive | Non-Automotive | Aftermarket | Electric Mobility | Greaves Finance

**GREAVES**

Supporting economic well-being of **MILLIONS** everyday

Automotive | Non-Automotive | Aftermarket | Electric Mobility | Greaves Finance

**GREAVES**

**For Employees, By Employees**  
Learn to capture the right moment with photography tricks & hacks

**LIVE** @ 10:10  
**LIVE** @ 10:14  
**LIVE** @ 10:18  
**LIVE** @ 10:22  
**LIVE** @ 10:26

Basic Photography by Nitesh

Automotive | Non-Automotive | Aftermarket | Electric Mobility | Greaves Finance

**HUMANS OF GREAVES**

**THE COMMITTED & DRIVEN ENTHUSIAST!**  
Alok's story is a classic example of never-give-up-attitude.

**Alok**  
General Manager  
Sales & Marketing

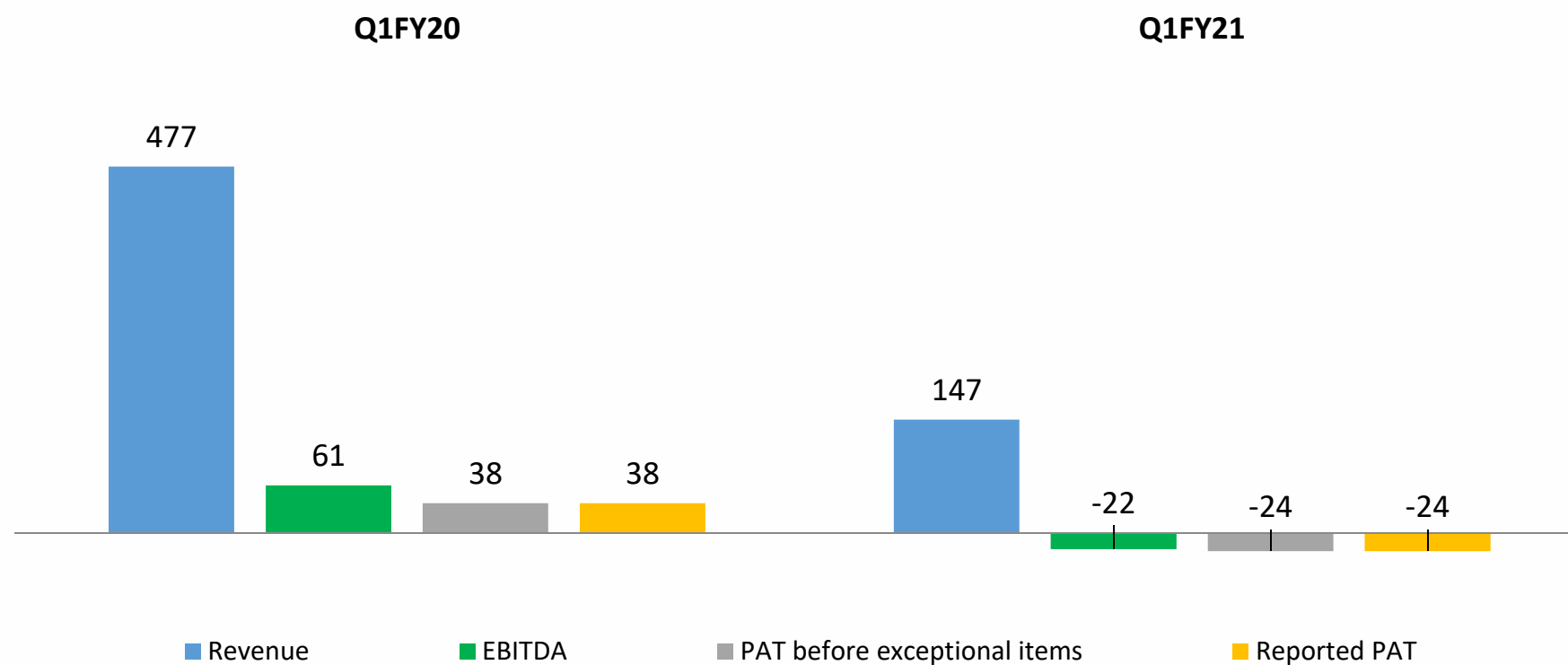
**#HumansOfGreaves**

**Q1 FY21 Financial Highlights**

## Financial Performance Snapshot:

**GREAVES**

(Rs. Cr)



### Key Highlights

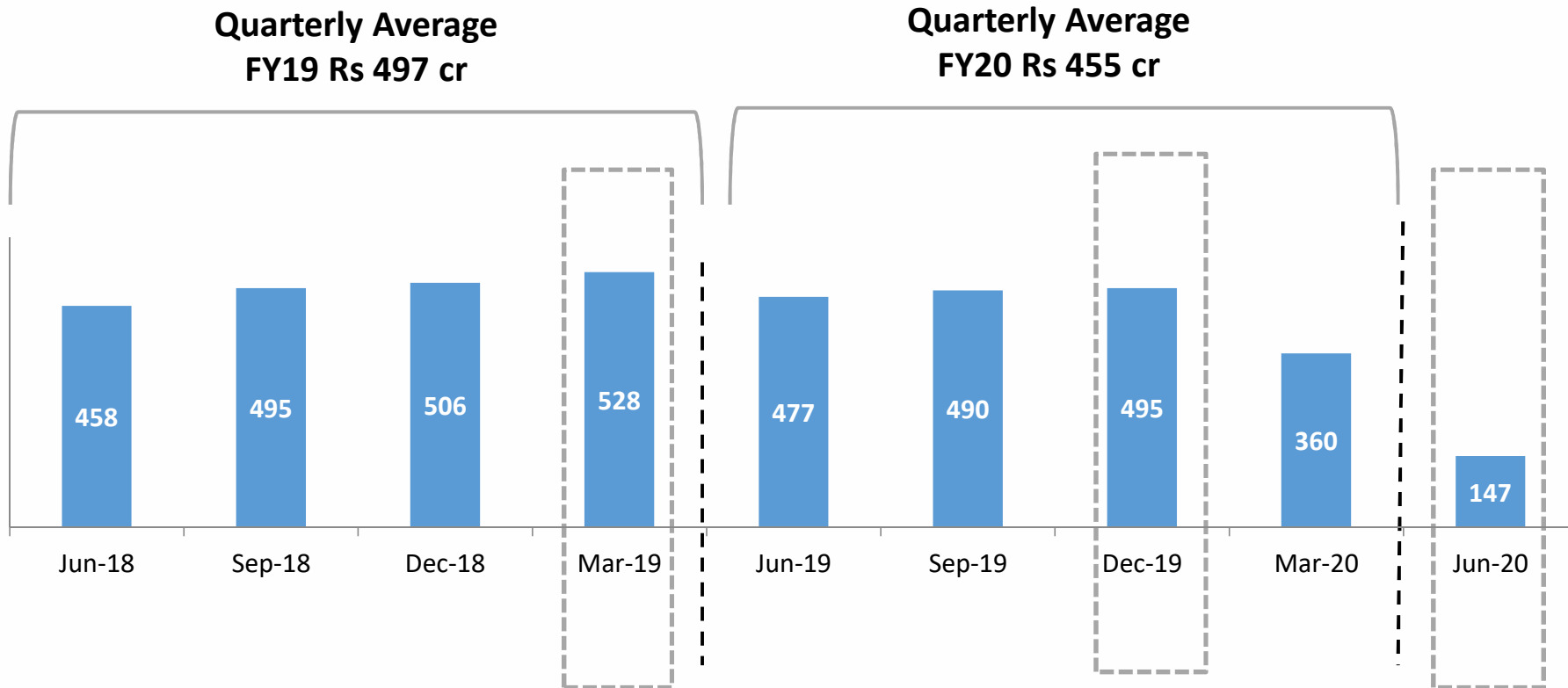
- Q1 Revenue at Rs. 147 Cr (-69% down vs last year)
- Q1 EBDITA at -14.7% (12.8% vs last year)



# Quarterly Revenues:



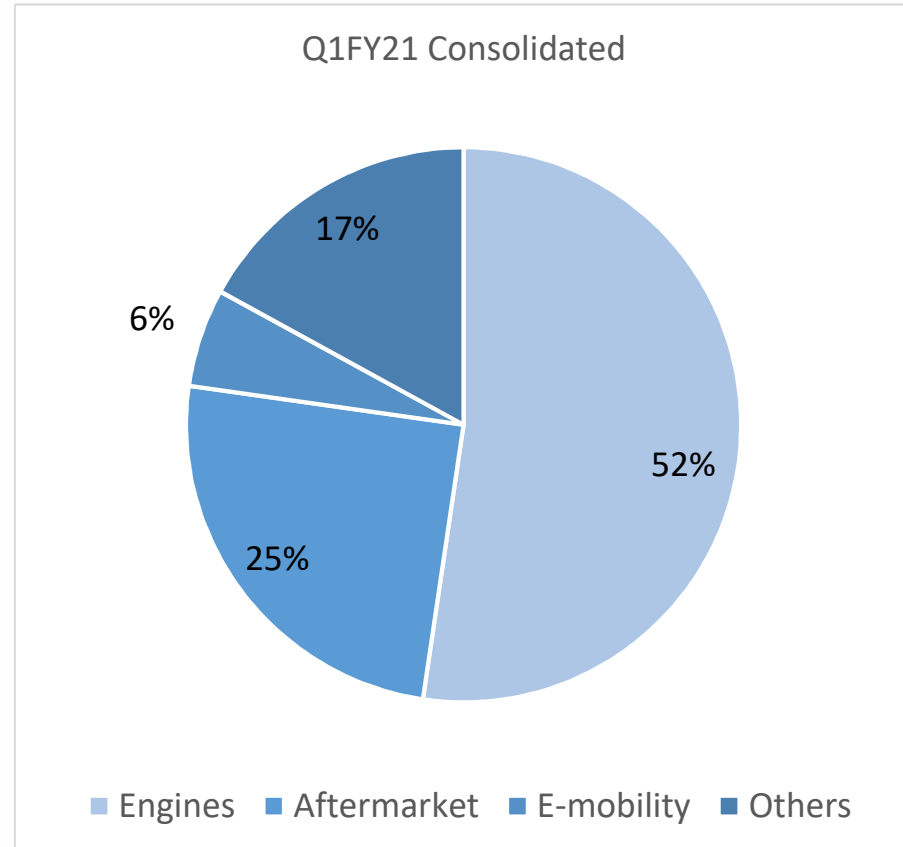
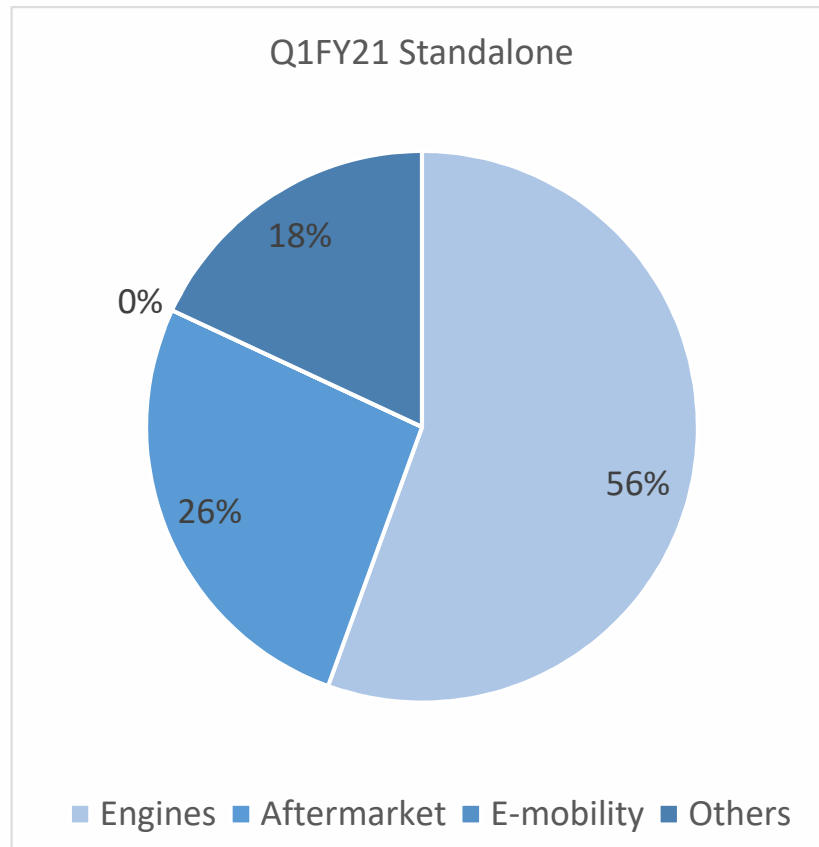
(Rs. Cr)



Revenues are GST comparable numbers

## Revenue by Business (Q1 FY21):

**GREAVES**



- ***Others includes Genset, Agri equipment and Trading***

## Volumes by Business

**GREAVES**

<b>Business</b>	<b>Q1 FY20</b>	<b>Q1 FY21</b>	<b>GROWTH</b>
<b>Engine</b>			
3W	65,045	11,216	
4W	3,279	-	
Others	11,362	5,155	
<b>Total Engine</b>	<b>79686</b>	<b>16371</b>	<b>-79%</b>
<b>Auxiliary Power</b>			
Gensets	1,102	275	
<b>Total Auxiliary Power</b>	<b>1102</b>	<b>275</b>	<b>-75%</b>
<b>Agri</b>			
Pumpset	18,268	4,264	
Power Tiller	880	436	
Other LAE	1,063	1,617	
<b>Total Agri</b>	<b>20,211</b>	<b>6,317</b>	<b>-69%</b>
<b>EMB</b>			
E-2W	3,728	1,752	
E-3W	487	-	
<b>Total EMB</b>	<b>4,215</b>	<b>1,752</b>	<b>-58%</b>

## Financial Results - Quarter

**GREAVES**

Particulars (Rs Cr)	Q1FY20	Q1FY21	Growth %
<b>Net Income from Operations</b>	<b>477</b>	<b>147</b>	<b>-69%</b>
Material Consumed	324	106	
Employee Cost	46	35	
Others Expenses	46	28	
<b>EBIDTA</b>	<b>61</b>	<b>-22</b>	<b>-135%</b>
<b>EBIDTA Margin</b>	<b>12.8%</b>	<b>-14.7%</b>	
<b>PBT before exceptional item</b>	<b>56</b>	<b>-34</b>	
<b>PAT before exceptional item</b>	<b>38</b>	<b>-24</b>	<b>-163%</b>
Post tax exceptional (Expenses)/Income	0	0	
<b>Profit for the year</b>	<b>38</b>	<b>-24</b>	

## Profit & Loss – Ampere

**GREAVES**

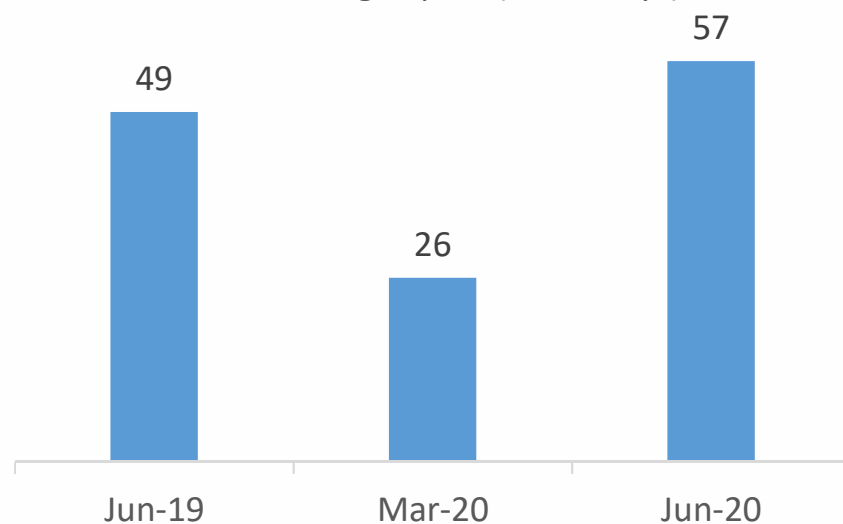
Particulars (Rs Cr)	Q1 FY 20	Q1 FY 21	Growth
Net Revenue	15.3	8.9	-41%
RMC %	80.7%	78.5%	
Expenses	5.9	6.7	
EBIDTA	-3.0	-4.8	
EBIDTA %	-19.6%	-53.9%	
PAT	-3.8	-5.4	



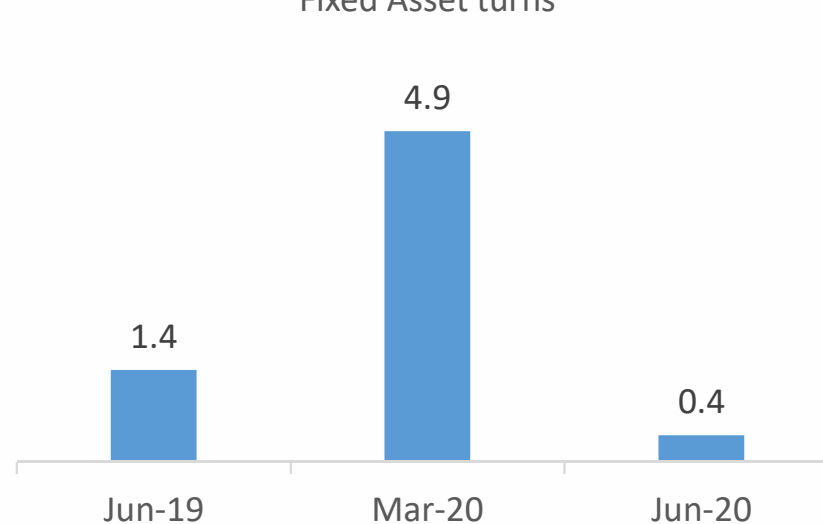
# Key Financial Metrics



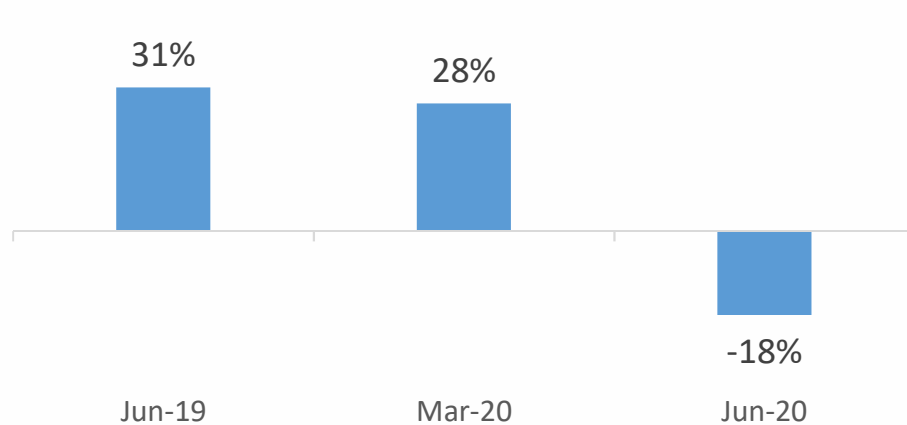
Net Working Capital (No of Days)



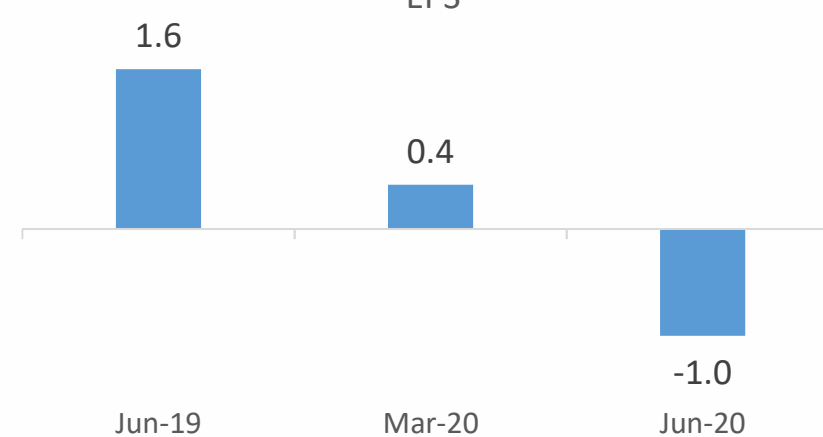
Fixed Asset turns



ROCE%



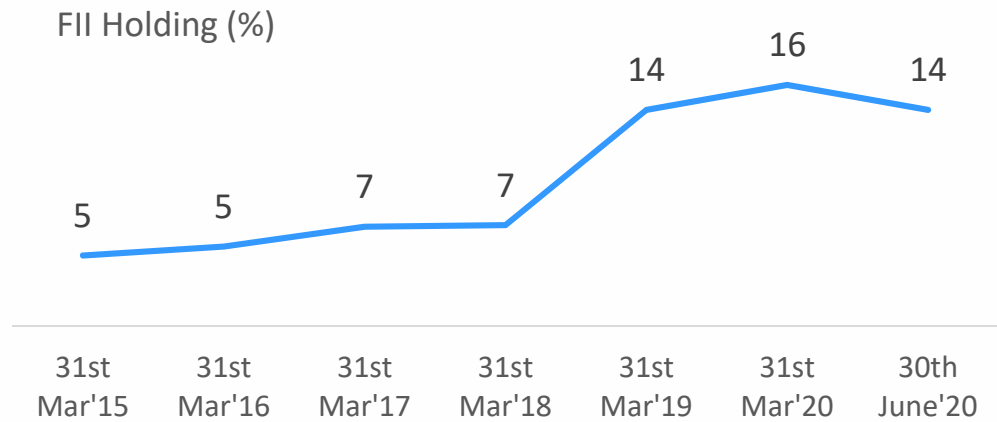
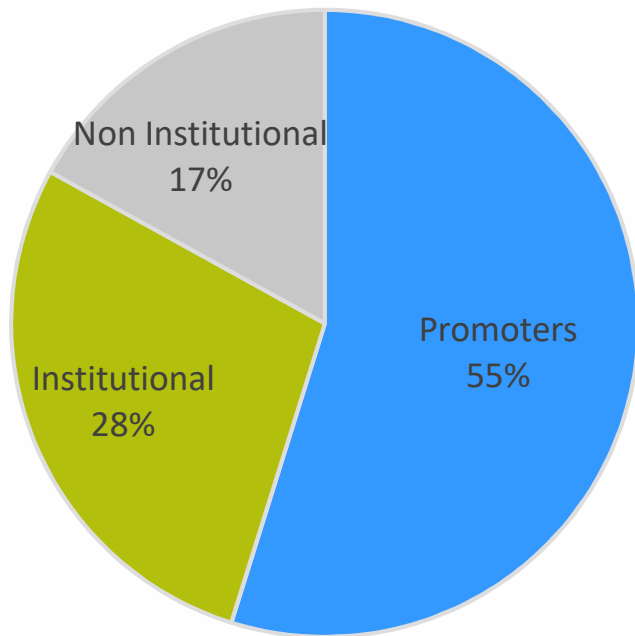
EPS



# Share Holding Pattern



As on 30<sup>th</sup> June 2020



**GREAVES**

**CLEANTECH SOLUTIONS**

**TECHNOVATION**

**#DoMoreWithGreaves**

**AFFORDABLE SOLUTIONS**

**DIVERSIFIED**

**RELIABLE SOLUTIONS**

**SUSTAINABLE SOLUTIONS**

**THANK YOU**